

ACCU  WEATHER®

Agenda

- AccuWeather Overview and Background
- Introduce AccuWeather's Capabilities and Custom Solutions
 - SkyGuard
 - GIS
- Questions
 - Comments
 - Feedback
 - Discussion

AccuWeather Corporate Profile



- Founded in 1962. Headquarters located in State College, PA.
- The world's leading and best known weather service company
- Custom designed state of the art 52,000 square foot facility
- More than 200,000 clients worldwide, including over 500 government agencies and 180 Fortune 500 companies
- More than 1 billion monthly page views by over 100 million users of AccuWeather Internet content

Dedicated, 24/7 Staff

Highly creative, entrepreneurial and customer-focused...

- 380 Employees
- Over 100 Meteorologists - the most professional weather forecasters under one roof any place on Earth.
- 35 Computer Graphic Artists
- 12 QA Editors
- 70 IT Professionals
- 25 Customer Support Specialists



The AccuWeather Advantage

“The World’s Weather Authority™”

- Automated technology to localize and personalize the weather
- World’s foremost experts in customized weather solutions for government agencies such as
 - Departments of Transportation
 - Emergency Management
 - Department of Public Works.
- Strong scientific foundation, leader in accuracy
- 24/7/365 customer focus



SkyGuard®

Protecting Your Business. Protecting You.

"Losing \$100,000 every minute that one of our facilities (DaimlerChrysler) is shut down due to a tornado can be costly. When the government issues a warning for a region or county it is not always pertinent that we shut down. WeatherData assesses our situation specifically and notifies us when to shutdown."

Thomas ("TK") Kondratowicz
Security Compliance Manager
Chrysler Group Security (CGS)

Don't Let Your Bottom Line Take a Hit.

"Your guys were right on target on our last tornado prediction. We got the initial report when the tornado was 17 miles out and predicted to be within 3 miles of our facility. You guys missed it by about 2 minutes and it passed within a 1/4 mile. Great job!"

Bill Seagraves

Security

International Truck & Engine- Indianapolis

SkyGuard® Features



- Site-Specific Storm Warnings Detailing Time of Arrival and “All Clear”
- Real-Time Lightning Data
- Fail-Safe Notification of Warnings - via cell phone, pager, email and internet - with follow-up phone call
- 24/7/365 Access to Certified Storm Warning Meteorologists



SkyGuard® Benefits

ACCU WEATHER®

- Customized for Your Needs
- Site-Specific
- Time Phased for Your Exact Location
- 20-30 Minutes Lead Time
- 24/7/365 Access to Experienced Meteorologists
- Decrease Costs by Helping You Avoid Unnecessary Shutdowns



SkyGuard® in Action

ACCU **WEATHER**®



Certified Meteorologists monitor your location 24/7/365



Meteorologists notify you when hazardous weather will affect your operation and when it will not.



Base Reflectivity (0.54mi) from Dallas
image time: 10/25/2004

12:41 pm cdt

SkyGuard Warning 2005

LIGHTNING

WeatherData®

Start Time: 12:34 pm cdt, Monday
Expire Time: 01:35 pm cdt, Monday

Locations:
UNTHSC-Ft. Worth, TX

Comments:
Thunderstorms are developing just south of
Campus. The storms are moving northeast.

print

hide

find

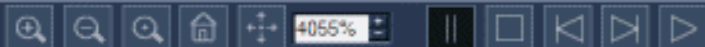
acknowledge

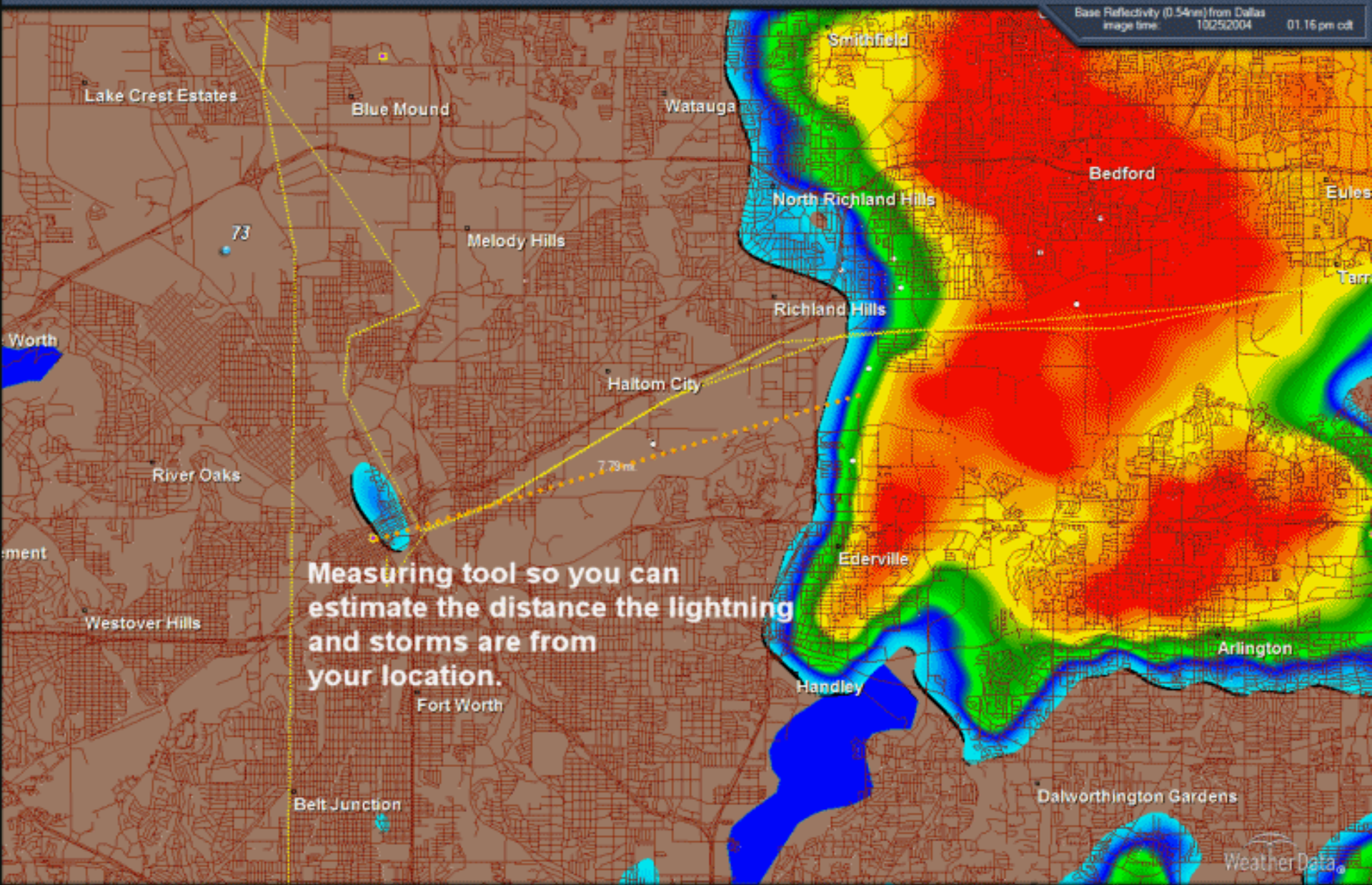
close

WeatherData warnings pop up on the
software along with an audible alarm.

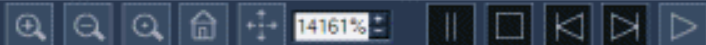
WeatherData®

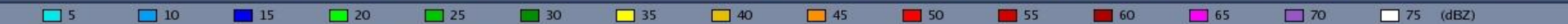
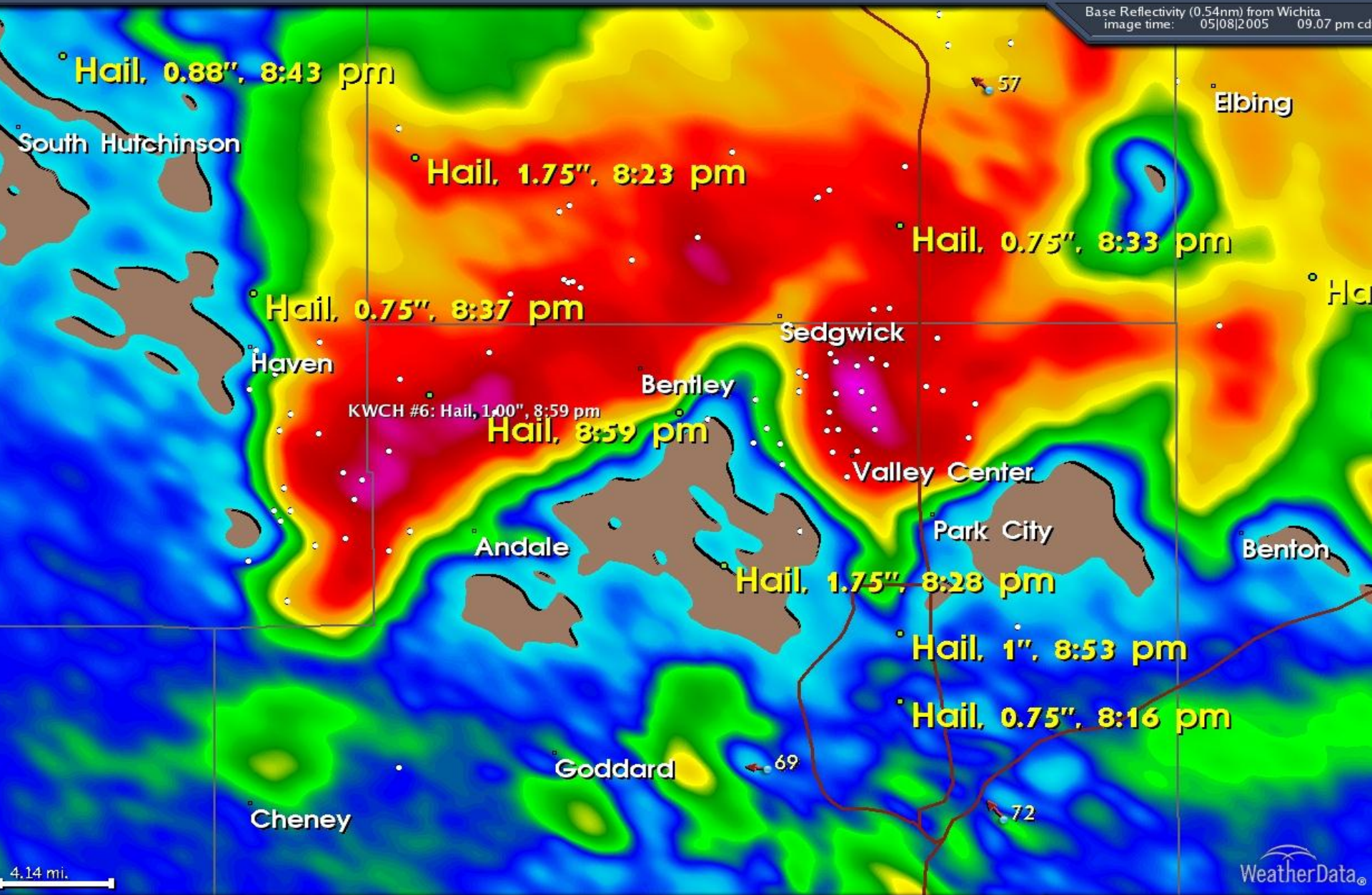
5 10 15 20 25 30 35 40 45 50 55 60 65 70 75 (dBZ)

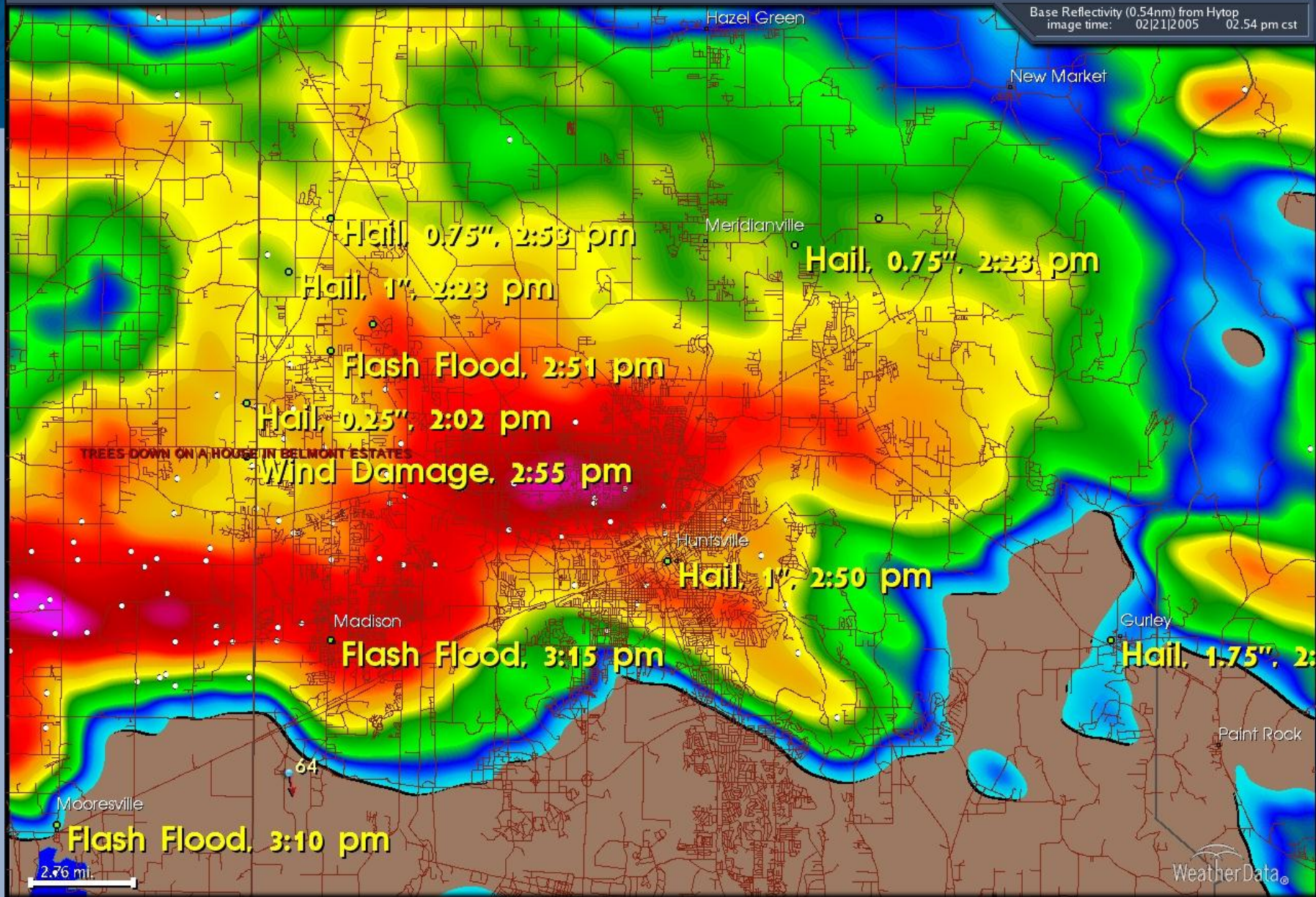


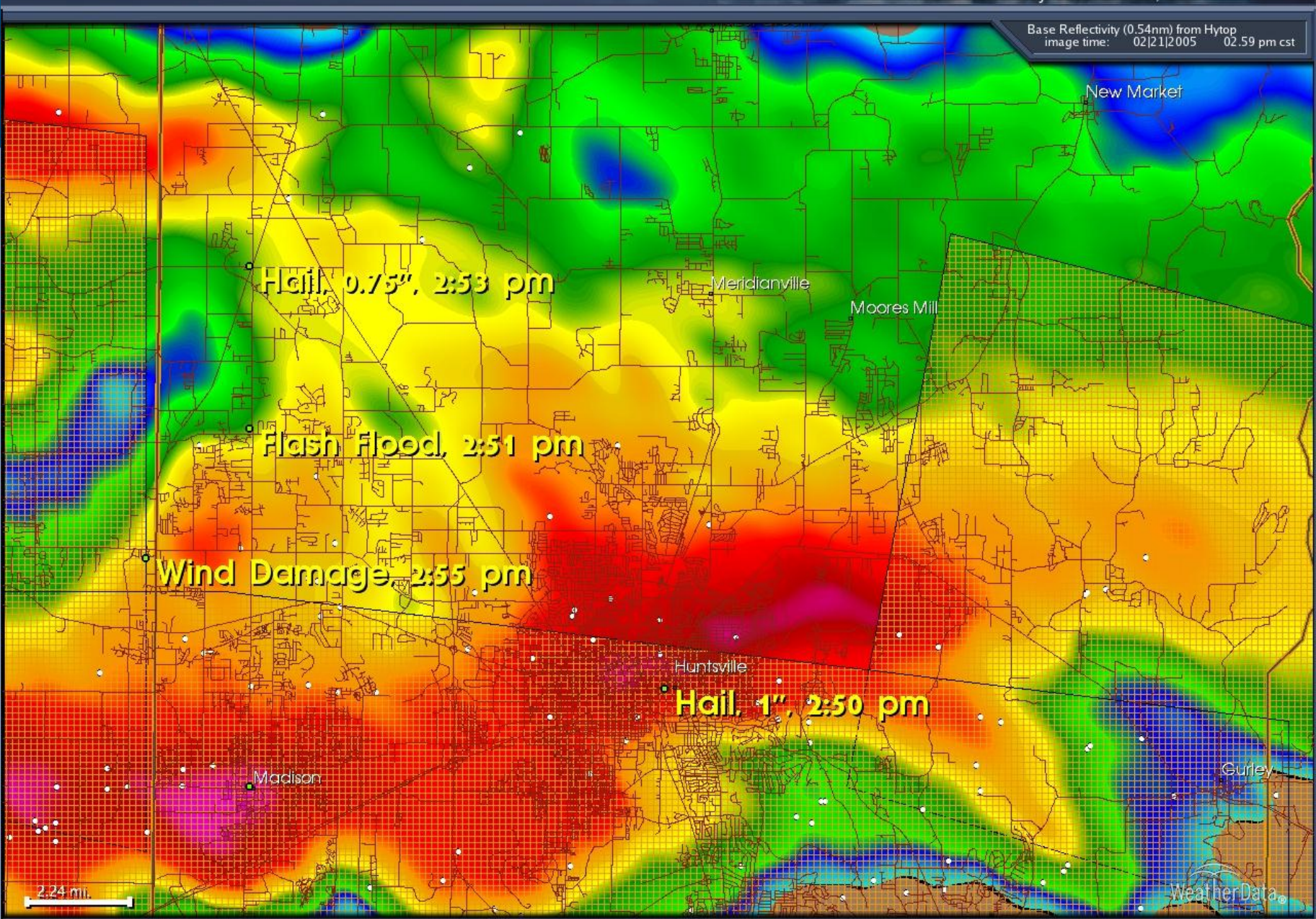


5 10 15 20 25 30 35 40 45 50 55 60 65 70 75 (dBZ)









5 10 15 20 25 30 35 40 45 50 55 60 65 70 75 (dBZ)


SkyGuard® Success Story



- National Weather Service issued a Tornado Warning
- WeatherData meteorologists informed DaimlerChrysler there was no threat of a tornado
- DaimlerChrysler **saved \$4.6 Million** by not unnecessarily shutting down



True Stories. | Real Results.


Success Story - DaimlerChrysler

Customized Warning Criteria

When WeatherData® partnered with DaimlerChrysler, we consulted with them to develop a customized risk management program that was tailored to DaimlerChrysler safety specifications. It was concluded that 20 minutes was the optimal lead time for warnings in order to ensure safety precautions were met and minimal downtime was experienced. Based on DaimlerChrysler's unique requirements, we warn them for the following conditions:

- **Tornadoes**
- **Winds:** Warning of 50 mph or more
- **Notification:** We use two methodologies to insure fail-safe receipt. Call security/management at each site and notify corporate office management.

The Story July 21, 2005 | Indianapolis, IN

- **9:41 p.m.** - WeatherData issued DaimlerChrysler a wind warning for 60 mph winds valid from 10:00 to 10:30 p.m.
- **9:59 p.m.** - The NWS issued a tornado warning until for Marion County, including Indianapolis, until 10:45 p.m.
- **10:03 p.m.** - Our team of meteorologists inform DaimlerChrysler that there is **NOT** a threat of a tornado, but there will be high winds. Therefore, they do not shut down.

Our meteorologists were correct. **NO** tornadoes were reported, only straight line winds.

Benefits and Impact of Using WeatherData

- 1.) **Saved \$4.6 Million in downtime.**
It costs DaimlerChrysler \$100,000 per minute to shut down their facilities for a tornado (see quote, top left). Had they not been partnered with WeatherData, they would have shut down unnecessarily for the tornado warning issued from 9:59 p.m. - 10:45 p.m. - a total of 46 minutes!
- 2.) **Wind damage to equipment and product line was eliminated.**
WeatherData is the only company to provide customized high wind warnings. Therefore, by partnering with WeatherData, DaimlerChrysler received a high wind warning that allowed them enough lead time, according to their pre-set requirements, to shield exposed equipment and product.

For More Information, Please Call:
316.265.9127

WeatherData, Inc. | 245 North Waco St., Suite 310
www.weatherdata.com | sales@weatherdata.com

SkyGuard® Success Story

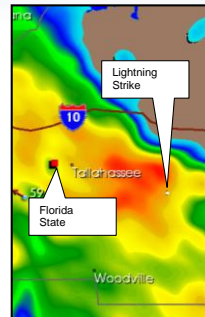


- Lightning detectors don't sound alarm
- WeatherData meteorologists identify the threat for lightning and send an alert via pager, cell phone and email to Florida State University
- 20 minutes later, lightning strikes near the campus



True Stories. Real Results.

Florida State University Forewarned of Lightning WeatherData® Meteorologists Discern Developing Lightning Threat While Electronic Devices Fail



Radar image of the thunderstorms and lightning. The bolt of lightning is within 10 miles of FSU, which is within the 15 mile safety zone. Florida State is the red dot, and the cloud-to-ground lightning strike is the small white dot.

"As a part of the medical staff at Florida State University, I am thoroughly pleased with WeatherData's SkyGuard Lightning Notification Services. Our goal when searching for the best method of lightning detection for FSU was to find a system that not only would keep our athletes safe but also prevent false suspensions of our athletic events. SkyGuard has exceeded those expectations. Not only have they been very accurate, the staff has been wonderful to work with. The meteorologists have been extremely accessible, patient, and overly willing to help us out. I've never sensed a "burdened" attitude from any of their staff. Entering in Tallahassee's time for exceptionally frequent and unpredictable lightning activity, I look forward to having the addition of their expertise."
Rhonda Kelly, MS, ATC/L
Assistant Athletic Trainer
Florida State University

The Story

On March 15, 2005 thunderstorms brought cloud-to-ground lightning within 10 miles of Florida State University, close enough to be a threat to athletes outside and within Florida State's 15 mile safety radius. Florida State University, a WeatherData SkyGuard® client, was able to prepare for the potentially dangerous lightning using their **proactive** customized WeatherData lightning warning. WeatherData provided 20 minutes of lead-time from the time we issued our warning until lightning struck. Meanwhile, static electricity detection devices failed to predict the threat.

- **6:25 pm EST:** WeatherData issues a lightning warning for Florida State, valid 6:30 to 7:15 pm.
- While on the phone with Florida State officials, WeatherData learns that **static electricity detection devices** used by trainers were **not** sensing a risk of lightning.
- **6:45 pm:** The National Lightning Detection Network (NLDN) detects cloud-to-ground lightning within 10 miles of Florida State. The human meteorologists at WeatherData added safety over the electronic devices commonly used by trainers.

The Results

Florida State University received an **early** and **accurate** lightning warning from WeatherData, enabling orderly preparation for the threat of cloud-to-ground lightning. WeatherData provided approximately **20 minutes** of lead-time from when we issued our warning until the time cloud-to-ground lightning struck. Using **fundamental meteorology**, WeatherData meteorologists were able to keep athletes safe, while instruments marketed to predict lightning failed. Such instruments often fail where WeatherData succeeds, because it takes a **human meteorologist** to forecast **lightning** and static electricity **before it develops**. WeatherData forecasts increase safety by adding precious minutes of lead-time.

For more information please call 316-265-9127 or visit www.weatherdata.com

Put WeatherData to work for you!



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SkyGuard® Proof of Performance



- WeatherData was the **only source of tornado warning** for clients. **NWS did NOT issue a warning.**
- WeatherData gave clients **27 minutes of advance notice.**
- Tornado rips through Wal-Mart store and heavily damages other surrounding businesses. **70 injuries reported.**



Proof of Performance

"All train traffic coming into Newton was halted."

-- Cable News Network

For 11 years, Kansas City Southern Railway has partnered with WeatherData to keep their trains and people out of harm's way when severe weather threatens their rail network. Recently, WeatherData did so in dramatic fashion:

Chronology of Events

__At 12:48 p.m., WeatherData meteorologist Mike Doll issues a tornado warning for the Kansas City Southern (KCS) railroad track located in the City of Newton, Mississippi. The warning is valid from 1:05 p.m. to 1:45 p.m., **giving KCS 17 minutes to take emergency precautions.**

__At 12:54 p.m., the local National Weather Service (NWS) issues a *severe thunderstorm warning* for Newton County, six minutes after the WeatherData tornado warning was issued.

__At approximately 1:15 p.m., 27 minutes after the WeatherData warning was issued, **a tornado slams in Newton**, devastating the small town.

__At 1:17 p.m., the National Weather Service issues a tornado warning for Newton County.

"I received the WeatherData warning and immediately notified my track supervisor in the area. This allowed the supervisor to stop the train headed into the area and then begin pulling together repair crews for afterwards. The lead time provided to us by WeatherData allowed us to reopen track within 2 hours of the tornado ripping through Newton," said Joe Russell, Chief Dispatcher of Kansas City Southern Railway in Shreveport, LA.

"We didn't have any kind of warning," according to Denise Smith, a worker at Wal-Mart told CNN. The tornado demolished the Wal-Mart and the La-Z-Boy Furniture factory, injuring 70. Amy Carruth of the Mississippi Emergency Management Agency said "When the main place to work is La-Z-Boy and the main place to shop is Wal-Mart...it impacts the whole community."

"All morning long, these storms had been producing a lot of rotation in an atmosphere favorable to tornadogenesis," according to Mike Doll, "While this particular storm didn't have the classic tornado signature, we decided to issue a tornado warning based on our technology and the meteorological data at the time. We were pleased we were able to help KCS keep its train out of the tornado's path."

We're the Best Because You Need Us to Be.
We do whatever it takes to deliver accuracy and speed every time because we know the stakes are high:

Your employees' safety.
Your bottom line.
Your commitment to your customers.

Just ask some of our clients.
DaimlerChrysler
General Motors
Burlington Northern
Santa Fe
Boeing
Toyota

Happy SkyGuard Clients (partial list)

ACCU WEATHER®

DAIMLERCHRYSLER



Wyeth



Duke UNIVERSITY



PRICEWATERHOUSECOOPERS PwC



Raytheon

